While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%.

1 in 4 net new jobs were created by Travel & Tourism over the last five years.

Global GDP impact by sector (2018 data). Share of total economy GDP:
- Mining
- Automotive
- Agriculture
- Travel & Tourism
- Retail
- Financial Services

INBOUND ARRIVALS

1. NIGERIA 10%
2. NIGER 6%
3. BURKINA FASO 5%
4. TOGO 5%
5. FRANCE 5%
REST OF WORLD 69%

OUTBOUND DEPARTURES

1. NIGERIA 39%
2. FRANCE 18%
3. CÔTE D’IVOIRE 12%
4. TOGO 10%
5. GHANA 6%
REST OF WORLD 15%

Note: Data are average shares over the 2016-2018 period.
Source: Oxford Economics, national sources and UNWTO.

SECTOR CHARACTERISTICS (2019)

LEISURE SPENDING 38%
BUSINESS SPENDING 62%
DOMESTIC SPENDING 58%
INTERNATIONAL SPENDING 42%